

**ABSTRACT**

A system and method manages user privacy in a network environment through a distributed user system including a user device and profile operator. The management of user privacy involves recognizing one or more service opportunities of a service operator on a user device operated by a user, determining a privacy level at which communications is conducted with a service operator relating to the one or more service opportunities on the user device, determining a profile access level on the user device, transmitting the profile access level to the service operator, and enabling the service operator to obtain a subset of profile information of the user according to the profile access level.

10